Mobile application development for a large non-profit organization

Client is a large non-profit organization that works with hundreds of countries across the globe. They are committed to protect human rights of those geographies affected by terrorism, drug trafficking, child labour and sex slavery etc. To protect the human rights of these affected countries and their citizens, they get into talks with leaders worldwide and organize various campaigns to spread the awareness.

Situation analysis

To spread the awareness on protecting the human rights in the world and the causes they work for, they run various campaigns. These campaigns run by them share the information through recent stories and news of their works. They seek to collect donations and raise the funds through these campaigns.

Their website is the only source for sharing information and collaborating for this task. The content on the website was not relevant and highly distributed. To make the site easy to use, that interests the users as well as donors, they wanted to create a mobile application that solves these existing problems.

Vision

The information on their website failed to engage the users and the donors. This problem could be solved only by creating a site aligned with their objectives – which was to spread the awareness and raise the funds for the causes they work on.

They desired to have an application developed for the use of their office staff and donors across the globe. The vision was to reach a wider audience and get timely help.

They assigned this task to e-Zest as they were convinced and impressed by our mobile expertise, successful track record and experience in handling similar large projects for government organizations

Our Solution

e-Zest team of developers understood the client's need for a mobile application for their iOS and Android smart phone and Tablet users. Since the requirement was for a mobile application and the primary users of the application were going to be their office staff and other global users, our team suggested hybrid and cross platform for development for its ease of use and cost advantage.
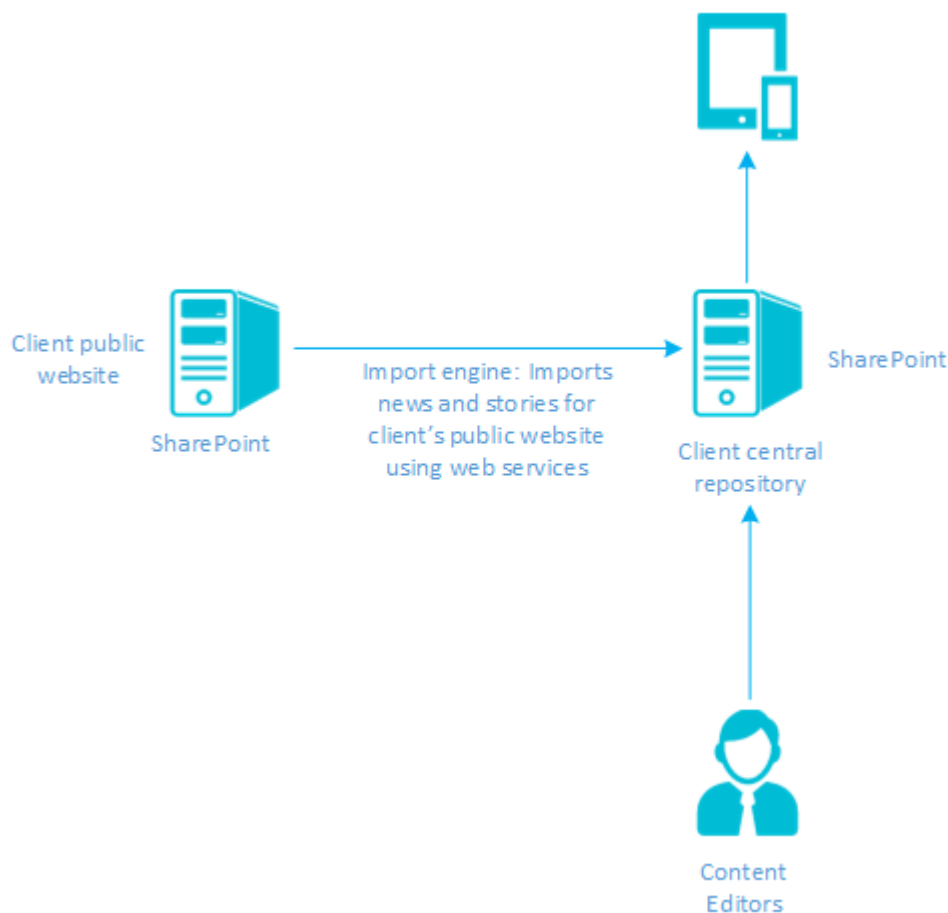
We chose cross platform technology with Cordova and Sencha Touch 2.0 as a preferred development technology. Following are the reasons for selecting this as a preferred solution.

- Less efforts and cost compared to Native development and bridges the gap between HTML and Native application development.
- Gives better web technology support than native browsers which help in getting better performance.
- Availability of ready-to-use free plugins
- Cordova was chosen as it does not have any heavy workload and has good offline capabilities.

The application was built with mobile payment integration for enabling donors to make direct payment through the mobile application. Both credit card and mobile payment feature is implemented in the app.

The team of UX experts at e-Zest worked on a design that is not only responsive but engaged the right users. The team made sure the content is streamlined and relevant to catch the interest of users and inspire donors.

The below image depicts the solution architecture.

Challenges

A few challenges the team faced during the project were:

- To combine the complex technology stack to meet the unique needs of the client and successfully apply the new technology learning in the application development process was a challenge.
- To keep up with the new technology orientation during and after the requirement gathering phase and at the same time to make sure the project is completed within the agreed timeline was a challenge.

Benefits

- The site highlights different thematic priorities that the organization works for, that engages the right audience and meets the client's objectives.
- The application designed to capture the attention of global leaders was successful in spreading the awareness and collecting donations and fund rising through the site.
- The application has resulted in successful collaboration with more than 150 countries so far and getting their support.

Conclusion

The client could reach a much larger and wider audience through the application developed by e-Zest. Today, the site is used by many to know about the organization and donate for the human rights. e-Zest application design and development was successful in collaborating with donors across geographies and raise funds aesthetically. This is achieved by e-Zest's mobile expertise in creating a site that delivers relevant content and collaborates hundreds of users globally.